Abraham Cedeño

Data Analyst transitioning to Data Scientist

Data analysis professional with experience in Python, SQL, and Power BI to generate actionable insights. Specialized in customer segmentation, machine learning, and interactive dashboard creation. Knowledgeable in digital marketing with strong communication and teamwork skills. Currently pursuing a Deep Learning certification to apply advanced Machine Learning techniques to high-impact projects.

View my portfolio

Contact

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Soft skills

*Communication
*Problem Solving
*Public Speaking
*Teamwork
*Learning Tenacity
*Bilingual

Languages

*PYTHON
*SQL
*HTML
*CSS

Tools

Data Analysis

*Python
*Power BI
*Tableau
*SQL
*Microstrategy
*Microsoft Excel
*Microsoft Power Point

Digital Marketing

*Google Analytics
*Facebook Ads
*Google Ads
*Klaviyo
*Shopify
*Wordpress

Hard skills

Data Analysis

*Machine learning
*Predictive models
*Classification models
*Clustering models
*Reports and Dashboards
*Statistical tests
*Forecast
*Scientific Method

Digital Marketing

*Segmentation
*SEO
*Content
*Website design
*Social Media
*Email Marketing
*Branding

Experience

Data Analyst - Business Segments/Customer Distribution

Banco General / Jan 2025 - Present

Strategic Sales Forecasting
Implemented **Machine Learning** models to forecast sales based on sales and marketing campaigns of credit cards, providing actionable insights to optimize resources and maximize returns.

Data Analyst - Business Segments/Client Management

Banco General / Jun 2023 - Dic 2024

Growth Strategies for Entrepreneurs
Designed a loan program for entrepreneurs, achieving over **$1M** in disbursements during its first year.

Client Segmentation
Implemented sub-segmentation models using **Machine Learning** (clustering) to personalize campaigns, increasing the effectiveness of acquisition strategies.

Initiatives for Microenterprises
Developed an innovative credit card pilot, expanding reach to over **1,000** new clients and generating **$500K** (limits) in credit card activations within three months.

Presentation of Analysis and Initiatives:
Designed and presented strategic proposals and data analyses to **cross-functional teams and executives**, ensuring clear communication of business opportunities and aligning strategies across departments.

Mentor in Analysts' Chapter
Co-led mentoring sessions for analysts, sharing advanced strategies, practical tips, and best practices to optimize data analysis.

Financial Education Instructor (Extracurricular)
Conducted financial education workshops to promote financial literacy for companies and individuals.

Marketing Analyst

Global Commerce Media GmbH - Internship / Nov 2022 - Feb 2023

Competitor analysis
Collected and analyzed data from competitors to track performance, leading to informed decision-making for our SEO strategies.

Market research

Keyword analysis

Check out my work

Education

Degrees

"Deep Learning Specialization"
DeepLearning.AI / Feb 2025 - Present

"Business Analytics Diploma"
Data Science Institute / Jul 2024 - Present

"IBM Data Science Professional Certificate"
IBM / March 2023 - Feb 2024

"Microstrategy Departamental Analyst Certificate"
Microstrategy / May 2023 - Nov 2023

"**Google Data Analytics Professional Certificate**"
Google / April 2022 - October 2022

"**Google Digital Marketing & E-commerce Professional Certificate**"
Google / July 2022 - January 2023

"**Google Project Management: Professional Certificate**"
Google / July 2022 - January 2023

"Bachelor's degree in Electronics and Telecommunications Engineering"
Universidad Tecnológica de Panamá / Jan 2014- June 2019

"High School Diploma in Science, Literature, and Philosophy"
Colegio Javier / 2000 - 2013

Marketing Specialist

Loquieropty / Feb 2022 - Oct 2022

Implementation of multiple promotional campaigns
Through FB ads resulting in an average **CPC of** $0.13 better than the industry average and an **average ROAS** of 9.19:1.

Identify target audiences

Design A/B tests.